Snapchat Tactic #3: Using your Snapcode

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to use your Snapcode to your advantage

- **Your Snapcode is the code that shows up in your profile picture and it's unique**

- Save your Snapcode as a picture. Here's what you can do with it:

  - add it to your other social media accounts, in your emails, or on your website, so people can easily scan it with their phone and find your profile
  - make it your Twitter and Facebook profile pic for a while
  - post it as a picture on Instagram
  - put in on your product packages or in your store window
  - put in on flyers that you give away for free

- You can create a custom Snapcode at snaptageditor.com, but be careful not to change your unique pattern of dots